

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	79146834
LAW OFFICE ASSIGNED	LAW OFFICE 106
MARK SECTION	
MARK FILE NAME	http://tmng-al.uspto.gov/resting2/api/img/79146834/large
LITERAL ELEMENT	GO2OFFICE
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR(S) CLAIMED (If applicable)	The color(s) blue, black and white is/are claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of the wording GO2, with the letters GO in white and the number 2 in blue, above the word OFFICE in white, to the right of a square shape formed by 49 smaller squares in blue, of varying sizes, all on a black rectangular background.

ARGUMENT(S)

The Examining Attorney issued a Final Refusal as to international classes 016 and 020 based on likelihood of confusion and required further clarification as to the identification of goods. The goods have been amended *infra*. With regard to likelihood of confusion, it is respectfully submitted that the Examining Attorney is in error in the following important way: The Examining Attorney has improperly dissected the marks at issue, in contravention of recent Federal Circuit case law which was issued *subsequent to* the date of the Final Office Action, by failing to assess the marks in their totality and, relatedly, by failing to acknowledge the significant difference in meaning between GO TO or GO 2 versus GO2OFFICE and Design.

Turning to the first point, a unanimous Federal Circuit made this very clear in its July opinion overturning TTAB decision holding PEACE LOVE and JUICE to be confusingly similar to PEACE & LOVE because the Office did not give proper consideration to the term JUICE and how the overall marks would be perceived by consumers. *GS Enterprises LLC v. Juice Generation* 115 USPQ2d 1671 (Fed. Cir. 2015).

To quote the Court:

Marks are compared along the axes of their "appearance, sound, connotation and commercial impression. *Dupont*, 476 F.2d at 1361. "The commercial impression of a trade-mark is derived from it as a whole, not from its elements separated and considered in detail." *Estate of P.D. Beckwith, Inc., v. Comm'r of Patents*, 252 U.S. 538, 545-46 (1920). Our predecessor court explained that "a mark should not be dissected and considered piecemeal; rather, it must be considered as a whole in determining likelihood of confusion. *Franklin Mint Corp. v. Master Mfg. Co.*, 667 F.2d 1005, 1007 (CCPA 1981). That does not preclude consideration of components of a mark; it merely requires heeding the common-sense fact that the message of a whole phrase may well not be adequately captured by a dissection and recombination. *See FCC v. AT&T Inc.*, 562 U.S. 397, 406 (2011) (making similar point about "personal privacy"). It is the mark in its "entirety" that must be assessed. *DuPont*, 476 F.2d at 1361.

The Court went on to write: "While the Board may properly afford more or less weight to particular components of a mark for appropriate reasons, it must still view the mark as a whole. *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058 (Fed. Cir. 1985)"

This is closely analogous to the case here. It is well settled that marks must be viewed in their entirety. *In re Shell Oil Co.*, 992 F.2d 1204, 1206, 26 USPQ2d 1687, 1688 (Fed. Cir. 1993); *Massey Junior Coll., Inc. v. Fashion Inst. of Tech.*, 492 F.2d 1399, 1402, 181 USPQ 272, 273-74 (C.C.P.A. 1974) Under such parameter, the Examining Attorney has offered no evidence that consumers would be confused. The sole basis for the Refusal is the Examining Attorney's assessment that since both marks have GO 2 or the equivalent thereof, there is confusion. But this is not the proper legal analysis for likelihood of confusion. The marks should be compared side by side and from that it should be determined whether the consuming public, which is used to seeing GO TO or GO 2 used in marks for business or almost any other industry would be confused. This is why when the Examining Attorney writes: "In addition, although the term 'go to' appears in the dictionary and has a specific meaning, the addition of the generic term 'OFFICE' does not sufficiently change the similarities in the sound, appearance and overall commercial impression of the marks", she is in error. The CAFC has ruled unanimously that this sort of analysis, carving out weaker elements and not considering the mark as a whole is not the proper approach. *GS Enterprises LLC*.

It was previously submitted that the term GO TO has a defined meaning in the dictionary. Applicant herein submits another dictionary definition from Dictionary.com to reinforce the point. Further, the phrase GO TO is very weak and very commonly registered in business scenarios, printed matter, or furniture, further illustrating the commonly understood meaning of the term and the fact that similar marks coexist with the phrase GO TO or GO 2 along with highly descriptive matter because the prevalence of the phrase along with the additional matter is sufficient to obviate similarity. The Applicant herein attaches registrations in the proper PDF format showing the certificate of registration for each.

Please note the following:

GO 2 and Design for business administration and management; organizational services for business purposes

GO 2 for business administration and management; organizational services for business purposes

THE GO TO PEOPLE for accounting forms, book keeping forms, blank forms, business forms, record books, etc.

GO2 GUIDES for printed guides

GO-TO LAW FIRMS for legal directories

GO TO ZERO for furniture

MY GOTO- for advertising and business services providing means for marketers and advertisers to interact

YOUR GO TO COMMUNITY for advertising and business services providing means for marketers and advertisers to interact

GO2GROUP and Design for business consulting

GO-TO COUNSEL for customized documentation and counseling services

GO-TO-EXCHANGE for marketing and business services for others

GO-TO MARKET SUITE for design, development and implementation of software and technology

solutions for business processes and information
 MYGOTONETWORK for online marketplace
 GOTO GUIDELINES for marketing services
 GOTO PARTNERS for advertising and marketing
 GO2 ADVERTISING for advertising agencies
 GOTO DESIGN for advertising services

These registrations powerfully illustrate that GO 2 or GO TO or GO2 is weak and the public can be relied upon to understand the difference between these marks. As the Trademark Manual of Examining Procedure (TMPEP) Section 1207.01(d)(iii) states:

"...third-party registrations may be relevant to show that a mark or a portion of a mark is descriptive, suggestive, or so commonly used that the public will look to other elements to distinguish the source of the goods or services. *See, e.g., Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.* 797 F.3d 1363, 116 USPQ2d 1129 (Fed. Cir. 2015); *Juice Generation, Inc. v. GS Enters. LLC*, 794 F.3d 1334, ___, 115 USPQ2d 1671, 1674-75 (Fed. Cir. 2015); *In re Hartz Hotel Servs., Inc.*, 102 USPQ2d 1150, 1153-54 (TTAB 2012); *In re Melville Corp.*, 18 USPQ2d 1386, 138 (TTAB 1991); *In re Dayco Products-Eagle Motive Inc.*, 9 USPQ2d 1910, 1911-12 (TTAB 1988); *Plus Prods. v. Star-Kist Foods, Inc.*, 220 USPQ 541, 544 (TTAB 1983). Properly used in this limited manner, third-party registrations are similar to dictionaries showing how language is generally used. *See, e.g. Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 917, 189 USPQ 693, 694-95 (C.C.P.A. 1976); *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *United Foods Inc. v. J.R. Simplot Co.*, 4 USPQ2d 1172, 1174 (TTAB 1987)."

This rationale is further bolstered by the fact that the Applicant's mark contains a design element (already registered) which further distinguishes its mark from those of the registrants. By considering the marks as a whole, it is clear that they can peacefully coexist without confusion.

Applicant herein claims ownership of its prior US registration and has amended the recitation of goods in compliance with the Examining Attorney's requirements. All outstanding matters having been complied with, the Examining Attorney is respectfully requested to withdraw the Refusal to register the mark and pass the mark on to publication.

EVIDENCE SECTION

EVIDENCE FILE NAME(S)

ORIGINAL PDF FILE	evi_70138112167-20151124180856140857_.Go-to_Define_Go-to_at_Dictionary.com.pdf
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(2 pages)	
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DESCRIPTION OF EVIDENCE FILE	Dictionary. com excerpt US Registrations, as noted
GOODS AND/OR SERVICES SECTION (002)(no change)	
GOODS AND/OR SERVICES SECTION (007)(no change)	
GOODS AND/OR SERVICES SECTION (008)(no change)	
GOODS AND/OR SERVICES SECTION (009)(no change)	
GOODS AND/OR SERVICES SECTION (016)(current)	
INTERNATIONAL CLASS	016
DESCRIPTION	
<p>Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; address labels; adhesives for stationary or household use; pens pencils, markers, stamping inks, binders and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper, plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; paper for printing photographs, computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; bookbinding machines for office use, heat transfer adhesive labels; unprinted or partially printed self-adhesive labels, not of textile; paper for packaging; printed and unprinted paper and cardboard hang tags; paper labels and tags; laminated paper, copying paper, carbon paper, tabulating paper, continuous stationery, ink jet paper, laser paper; paper for plotters; drawing paper; paper rolls for calculators, fax machines, and cash registers; paper for printing photographs, computer-generated and/or digital images; self-adhesive paper for use in laser printers; photograph albums; diaries, address books; poetry albums; calendars, appointment books; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use in on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; aluminum foil laminated paper for printing purposes; document laminators for office use; spiral binding machines for office use; paper shredders; plastic or paper bags and envelopes for merchandise packaging; photograph albums; diaries; address books; poetry albums; copy books; receipt books; burp pads of paper, notepads, blank note cards, shorthand memo pads, school notebooks, drawing pads, writing pads, form legal pads; printed forms; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; stickers supplied in sheet roll form; release coated papers for copying, displays and label production; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; release paper for copying, displays and label production self-adhesive printing paper for labels and displays; adhesive labels and paper hole reinforcements; adhesive letters, numbers and symbols for use in making signs and posters; office requisites except</p>	

furniture, namely, envelope sealing machines, paper trimmers, staplers; adhesive tape and correction tape; adhesives and glues for stationery or household purposes; adhesive tape holders, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; pressure-sensitive adhesives for stationary purposes; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationary or household use, packaging tapes for stationary or household use; pressure sensitive printing papers for labels and displays; self-adhesive label holders for adhering photographs to scrapbooks; office requisite, namely, gummed shipping labels; adhesive-backed letters, numbers, and symbols for use in making signs, posters, binder pages, and documents; office requisites, namely, envelope sealing machines; correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; adhesive corners for photographs; strips of fancy paper for packaging; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use; writing paper; blank cards; envelopes; mailing paper bags; air cushion mailing paper bags for packaging; writing paper and display and index cards; envelopes; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; desktop business card holders index cards; business card files; transparent envelopes; paper envelope sleeves for holding and protecting paper displays and leaflets; self-adhesive paper bags; maps; memo boards; wall daily planners; glass panels namely writing slates; folding blackboards; magnetic boards; hanging file binders; ring binders; presentation binders; storage binders, presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; business forms; envelopes; message books; index marking tabs; printed and unprinted paper and cardboard tags; stickers; tabbed and untabbed dividers in the form of cardboard sheets for drawers for files; school writing books; easel binders; folders for papers; folders; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; stylographic pens, highlighter pens markers; double-ended writing instruments.; pencils and colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens; writing implements sets; erasers, square rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, hanging file binders, ring binders, presentation binders storage folders, presentation folders; paper report covers; presentation document portfolios; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; partitioned paper folders for protecting paper sheets. transparent-plastic binder pages for holding and displaying business cards and photographs; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels

GOODS AND/OR SERVICES SECTION (016)(proposed)

INTERNATIONAL CLASS	016
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TRACKED TEXT DESCRIPTION

Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; ~~stationery~~; paper stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; ~~address labels~~; address labels not of textiles; ~~adhesives for stationary or household use~~; adhesives for stationery or household use; ~~pens, pencils, markers, stamping inks, binders and paper clips~~; writing instrument, namely, pens, pencils, markers, stamping inks, and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper; plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; ~~paper for printing photographs, computer-generated and digital images~~; paper for printing photographs and computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; ~~bookbinding machines for office use, heat transfer adhesive labels~~; bookbinding machines for office use; ~~unprinted or partially printed self-adhesive labels, not of textile~~; heat transfer adhesive labels; ~~unprinted and partially printed paper self-adhesive labels, not of textile~~; paper for packaging; ~~paper labels and tags~~; printed and unprinted paper and cardboard hang tags; ~~laminated paper, copying paper, carbon paper, tabulating paper, continuous stationery, ink jet paper, laser paper~~; printed and unprinted paper labels and tags; ~~paper for plotters~~; photograph albums; ~~drawing paper~~; diaries, address books; ~~paper rolls for calculators, fax machines, and cash registers~~; poetry albums; ~~paper for printing photographs, computer-generated and/or digital images~~; calendars, appointment books; ~~self-adhesive paper for use in laser printers~~; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; bookbinding apparatus, namely, spiral binding machines for office use; paper shredders; plastic or paper bags for merchandise packaging; ~~office requisites, namely, printed paper and cardboard signs featuring names for use in on doors and desks~~; copy books; receipt books; ~~aluminum foil laminated paper for printing purposes~~; burp pads of paper, blank note cards, shorthand memo pads, form legal pads; ~~document laminators for office use~~; printed forms; ~~spiral binding machines for office use~~; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; ~~plastic or paper bags and envelopes for merchandise packaging~~; release coated papers for copying, displays and label production; ~~photograph albums~~; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; ~~diaries~~; self-adhesive printing paper for labels and displays; ~~address books~~; adhesive letters, numbers and symbols for use in making signs and posters; ~~poetry albums~~; office requisites except furniture, namely, envelope sealing machines, paper trimmers, staplers; glues for stationery or household purposes; adhesive tape holders, pressure-sensitive adhesives for stationery purposes; ~~burp pads of paper, notepads, blank note cards, shorthand memo pads, school notebooks, drawing pads, writing pads, form legal pads~~; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationery or household use, packaging tapes for stationery or household use; pressure sensitive printing papers for labels and displays; holders for self-adhesive labels for adhering photographs to scrapbooks; ~~stickers supplied in sheet roll form~~; office requisites, namely, adhesive shipping labels; adhesive-backed letters, numbers, and symbols for use in making binder pages, and documents; correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; ~~self-adhesive note pads, adhesive notelets and adhesive markers~~; photo adhesives, namely, adhesive corners for photographs; ~~note paper holders~~; strips of fancy paper for packaging; ~~release paper for copying, displays and label production~~; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use; ~~adhesive labels and paper hole reinforcements~~; writing paper; blank cards; envelopes; ~~adhesive tape and correction tape~~;

mailing paper bags; ~~adhesives and glues for stationery or household purposes~~; air cushion mailing paper bags for packaging; ~~adhesive tape holders, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo-adhesives for stationary purposes~~; writing paper and display and index cards; ~~pressure-sensitive adhesives for stationary purposes~~; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; ~~packaging strips being adhesive tape for household use, packaging tape of pvc for stationary or household use, packaging tapes for stationary or household use~~; desktop business card holders; business card holders, namely, business card files; ~~self-adhesive label holders for adhering photographs to scrapbooks~~; transparent envelopes; ~~office requisite, namely, gummed shipping labels~~; paper envelope sleeves for holding and protecting paper displays and leaflets; ~~adhesive-backed letters, numbers, and symbols for use in making signs, posters, binder pages, and documents~~; self-adhesive paper bags for packaging purposes; ~~office requisites, namely, envelope sealing machines~~; maps; memo boards; ~~adhesive corners for photographs~~; wall daily planners; glass panels, namely writing slates; folding blackboards; magnetic boards; binders, namely, hanging file binders; ring binders; presentation binders; storage binders, presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; ~~envelopes~~; business forms; message books; index marking tabs; stickers; ~~index cards~~; subject dividers, namely, tabbed and untabbed dividers in the form of cardboard sheets for drawers for files; ~~business card files~~; easel binders; folders for papers; folders; ~~self-adhesive paper bags~~; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; stylographic pens, highlighter pens; ~~hanging file binders~~; double-ended writing instruments; colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, ed marker pens; writing implements sets; erasers, square rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; ~~envelopes~~; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; ~~printed and unprinted paper and cardboard tags~~; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery; ~~tabbed and untabbed dividers in the form of cardboard sheets for drawers for files~~; archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels notebook and index dividers, separating tabs, hanging file folders, storage folders, presentation folders; paper report covers; presentation document portfolios; ~~school writing books~~; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; ~~stylographic pens, highlighter pens, markers~~; partitioned paper folders for protecting paper sheets; ~~double-ended writing instruments~~; transparent-plastic binder pages for holding and displaying business cards and photographs; ~~pencils and colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, ed marker pens~~; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels; ~~file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, hanging file binders, ring binders, presentation binders, storage folders, presentation folders, partitioned paper folders for protecting paper sheets, transparent-plastic binder pages for holding and displaying business cards and photographs~~

FINAL DESCRIPTION

Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; paper stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; address labels not of textiles; adhesives for stationery or household use; writing instrument, namely, pens, pencils, markers, stamping inks, and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper; plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; paper for printing photographs and computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; bookbinding machines for office use; heat transfer adhesive labels; unprinted and partially printed paper self-adhesive labels, not of textile; paper for packaging; printed and unprinted paper and cardboard hang tags; printed and unprinted paper labels and tags; photograph albums; diaries, address books; poetry albums; calendars, appointment books; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; bookbinding apparatus, namely, spiral binding machines for office use; paper shredders; plastic or paper bags for merchandise packaging; copy books; receipt books; burp pads of paper, blank note cards, shorthand memo pads, form legal pads; printed forms; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; release coated papers for copying, displays and label production; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; self-adhesive printing paper for labels and displays; adhesive letters, numbers and symbols for use in making signs and posters; office requisites except furniture, namely, envelope sealing machines, paper trimmers, staplers; glues for stationery or household purposes; adhesive tape holders, pressure-sensitive adhesives for stationery purposes; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationery or household use, packaging tapes for stationery or household use; pressure sensitive printing papers for labels and displays; holders for self-adhesive labels for adhering photographs to scrapbooks; office requisites, namely, adhesive shipping labels; adhesive-backed letters, numbers, and symbols for use in making binder pages, and documents; correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; photo adhesives, namely, adhesive corners for photographs; strips of fancy paper for packaging; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use writing paper; blank cards; envelopes; mailing paper bags; air cushion mailing paper bags for packaging; writing paper and display and index cards; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; desktop business card holders; business card holders, namely, business card files; transparent envelopes; paper envelope sleeves for holding and protecting paper displays and leaflets; self-adhesive paper bags for packaging purposes; maps; memo boards; wall daily planners; glass panels, namely writing slates; folding blackboards; magnetic boards; binders, namely, hanging file binders; ring binders; presentation binders; storage binders, presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; business forms; message books; index marking tabs; stickers; subject dividers, namely, tabbed and untabbed dividers in the form of cardboard sheets for drawer for files; easel binders; folders for papers; folders; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; stylographic pens, highlighter pens; double-ended writing instruments; colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens; writing implements sets; erasers, squar

rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery; archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, storage folders, presentation folders; paper report covers; presentation document portfolios; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; partitioned paper folders for protecting paper sheets; transparent-plastic binder pages for holding and displaying business cards and photographs; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels

GOODS AND/OR SERVICES SECTION (017)(current)

INTERNATIONAL CLASS	017
DESCRIPTION	
Laminating foils of plastic, used for building insulation, excluding for use as packaging; rings of rubber, namely water tight rings for plumbing pipes; washers of rubber for plumbing pipes	

GOODS AND/OR SERVICES SECTION (017)(proposed)

INTERNATIONAL CLASS	017
TRACKED TEXT DESCRIPTION	
Laminating foils of plastic, used for building insulation, excluding for use as packaging; rings of rubber, namely water tight rings for plumbing pipes ; <u>rings of rubber, namely water tight rings for plumbing pipes and washers of rubber for plumbing pipes</u> ; washers of rubber for plumbing pipes	
FINAL DESCRIPTION	
Laminating foils of plastic, used for building insulation, excluding for use as packaging; rings of rubber, namely water tight rings for plumbing pipes and washers of rubber for plumbing pipes	

GOODS AND/OR SERVICES SECTION (018)(current)

INTERNATIONAL CLASS	018
DESCRIPTION	
Briefcases, namely briefcase-type portfolios and carrying cases for documents	

GOODS AND/OR SERVICES SECTION (018)(proposed)

INTERNATIONAL CLASS	018
DESCRIPTION	

Briefcases, namely briefcase-type portfolios and carrying cases for documents	
GOODS AND/OR SERVICES SECTION (020)(current)	
INTERNATIONAL CLASS	020
DESCRIPTION	
Office furniture; desks and work tables; filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes, namely coat racks, storage racks, pedestal cabinets; plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; rotating columns for files; non-metal containers for storage of files; non-metal hardware, namely wall mounts for telephones	
GOODS AND/OR SERVICES SECTION (020)(proposed)	
INTERNATIONAL CLASS	020
TRACKED TEXT DESCRIPTION	
Office furniture; desks and work tables; filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes, namely coat racks, storage racks, pedestal cabinets; <u>filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes;</u> plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; rotating columns for files; <u>rotating columns for files being non-metal containers for storage of files;</u> non-metal containers for storage of files; non-metal hardware, namely wall mounts for telephones	
FINAL DESCRIPTION	
Office furniture; desks and work tables; filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes; plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; rotating columns for files being non-metal containers for storage of files; non-metal hardware, namely wall mounts for telephones	
GOODS AND/OR SERVICES SECTION (027)(no change)	
ADDITIONAL STATEMENTS SECTION	
ACTIVE PRIOR REGISTRATION(S)	The applicant claims ownership of active prior U.S. Registration Number(s) 4705738.
SIGNATURE SECTION	
RESPONSE SIGNATURE	/ewk/
SIGNATORY'S NAME	Elizabeth W. King
SIGNATORY'S POSITION	Attorney for applicant, Texas bar member
SIGNATORY'S PHONE NUMBER	713-800-5706
DATE SIGNED	11/24/2015

AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Nov 24 19:56:11 EST 2015
TEAS STAMP	USPTO/RFR-XX.XXX.XXX.XXX- 20151124195611824600-7914 6834-540f5cd214ec77271d2e 37456ee3d439dcafe793c3f7c b804b34541dc5d44fa0e4-N/A -N/A-20151124180856140857

PTO Form 1960 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 07/31/2017)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **79146834** GO2OFFICE (Stylized and/or with Design, see <http://tmng-al.uspto.gov/resting2/api/img/79146834/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

The Examining Attorney issued a Final Refusal as to international classes 016 and 020 based on likelihood of confusion and required further clarification as to the identification of goods. The goods have been amended *infra*. With regard to likelihood of confusion, it is respectfully submitted that the Examining Attorney is in error in the following important way: The Examining Attorney has improperly dissected the marks at issue, in contravention of recent Federal Circuit case law which was issued *subsequent to* the date of the Final Office Action, by failing to assess the marks in their totality and, relatedly, by failing to acknowledge the significant difference in meaning between GO TO or GO 2 versus GO2OFFICE and Design.

Turning to the first point, a unanimous Federal Circuit made this very clear in its July opinion overturning a TTAB decision holding PEACE LOVE and JUICE to be confusingly similar to PEACE & LOVE because the Office did not give proper consideration to the term JUICE and how the overall marks would be perceived by consumers. *GS Enterprises LLC v. Juice Generation* 115 USPQ2d 1671 (Fed. Cir. 2015).

To quote the Court:

Marks are compared along the axes of their "appearance, sound, connotation and commercial impression." *Dupont*, 476 F.2d at 1361. "The commercial impression of a trade-mark is derived from it as a whole, not from its elements separated and considered in detail." *Estate of P.D. Beckwith, Inc., v. Comm'r of Patents*, 252 U.S. 538, 545-46 (1920). Our predecessor court explained that "a mark

should not be dissected and considered piecemeal; rather, it must be considered as a whole in determining likelihood of confusion." *Franklin Mint Corp. v. Master Mfg. Co.*, 667 F.2d 1005, 1007 (CCPA 1981). That does not preclude consideration of components of a mark; it merely requires heeding the common-sense fact that the message of a whole phrase may well not be adequately captured by a dissection and recombination. *See FCC v. AT&T Inc.*, 562 U.S. 397, 406 (2011) (making similar point about "personal privacy"). It is the mark in its "entirety" that must be assessed. *DuPont*, 476 F.2d at 1361.

The Court went on to write: "While the Board may properly afford more or less weight to particular components of a mark for appropriate reasons, it must still view the mark as a whole. *In re Nat'l Data Corp.*, 753 F.2d 1056, 1058 (Fed. Cir. 1985)"

This is closely analogous to the case here. It is well settled that marks must be viewed in their entirety. *In re Shell Oil Co.*, 992 F.2d 1204, 1206, 26 USPQ2d 1687, 1688 (Fed. Cir. 1993); *Massey Junior Coll., Inc. v. Fashion Inst. of Tech.*, 492 F.2d 1399, 1402, 181 USPQ 272, 273-74 (C.C.P.A. 1974) Under such a parameter, the Examining Attorney has offered no evidence that consumers would be confused. The sole basis for the Refusal is the Examining Attorney's assessment that since both marks have GO 2 or the equivalent thereof, there is confusion. But this is not the proper legal analysis for likelihood of confusion. The marks should be compared side by side and from that it should be determined whether the consuming public, which is used to seeing GO TO or GO 2 used in marks for business or almost any other industry, would be confused. This is why when the Examining Attorney writes: "In addition, although the term 'go-to' appears in the dictionary and has a specific meaning, the addition of the generic term 'OFFICE' does not sufficiently change the similarities in the sound, appearance and overall commercial impression of the marks", she is in error. The CAFC has ruled unanimously that this sort of analysis, carving out weaker elements and not considering the mark as a whole is not the proper approach. *GS Enterprises LLC*.

It was previously submitted that the term GO TO has a defined meaning in the dictionary. Applicant herein submits another dictionary definition from Dictionary.com to reinforce the point. Further, the phrase GO TO is very weak and very commonly registered in business scenarios, printed matter, or furniture, further illustrating the commonly understood meaning of the term and the fact that similar marks coexist with the phrase GO TO or GO 2 along with highly descriptive matter because the prevalence of the phrase along with the additional matter is sufficient to obviate similarity. The Applicant herein attaches registrations in the proper PDF format showing the certificate of registration for each.

Please note the following:

GO 2 and Design for business administration and management; organizational services for business purposes

GO 2 for business administration and management; organizational services for business purposes

THE GO TO PEOPLE for accounting forms, book keeping forms, blank forms, business forms, record books, etc.

GO2 GUIDES for printed guides

GO-TO LAW FIRMS for legal directories

GO TO ZERO for furniture

MY GOTO- for advertising and business services providing means for marketers and advertisers to interact

YOUR GO TO COMMUNITY for advertising and business services providing means for marketers and advertisers to interact

GO2GROUP and Design for business consulting

GO-TO COUNSEL for customized documentation and counseling services

GO-TO-EXCHANGE for marketing and business services for others

GO-TO MARKET SUITE for design, development and implementation of software and technology solutions for business processes and information

MYGOTONETWORK for online marketplace
GOTO GUIDELINES for marketing services
GOTO PARTNERS for advertising and marketing
GO2 ADVERTISING for advertising agencies
GOTO DESIGN for advertising services

These registrations powerfully illustrate that GO 2 or GO TO or GO2 is weak and the public can be relied upon to understand the difference between these marks. As the Trademark Manual of Examining Procedure (TMEP) Section 1207.01(d)(iii) states:

"...third-party registrations may be relevant to show that a mark or a portion of a mark is descriptive, suggestive, or so commonly used that the public will look to other elements to distinguish the source of the goods or services. *See, e.g., Jack Wolfskin Ausrüstung Fur Draussen GmbH & Co. KGAA v. New Millennium Sports, S.L.U.* 797 F.3d 1363, 116 USPQ2d 1129 (Fed. Cir. 2015); *Juice Generation, Inc. v. GS Enters. LLC*, 794 F.3d 1334, ___, 115 USPQ2d 1671, 1674-75 (Fed. Cir. 2015); *In re Hartz Hotel Servs., Inc.*, 102 USPQ2d 1150, 1153-54 (TTAB 2012); *In re Melville Corp.*, 18 USPQ2d 1386, 1388 (TTAB 1991); *In re Dayco Products-Eagle Motive Inc.*, 9 USPQ2d 1910, 1911-12 (TTAB 1988); *Plus Prods. v. Star-Kist Foods, Inc.*, 220 USPQ 541, 544 (TTAB 1983). Properly used in this limited manner, third-party registrations are similar to dictionaries showing how language is generally used. *See, e.g., Tektronix, Inc. v. Daktronics, Inc.*, 534 F.2d 915, 917, 189 USPQ 693, 694-95 (C.C.P.A. 1976); *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); *United Foods Inc. v. J.R. Simplot Co.*, 4 USPQ2d 1172, 1174 (TTAB 1987)."

This rationale is further bolstered by the fact that the Applicant's mark contains a design element (already registered) which further distinguishes its mark from those of the registrants. By considering the marks *as a whole*, it is clear that they can peacefully coexist without confusion.

Applicant herein claims ownership of its prior US registration and has amended the recitation of goods in compliance with the Examining Attorney's requirements. All outstanding matters having been complied with, the Examining Attorney is respectfully requested to withdraw the Refusal to register the mark and pass the mark on to publication.

EVIDENCE

Evidence in the nature of Dictionary. com excerpt US Registrations, as noted has been attached.

Original PDF file:

[evi_70138112167-20151124180856140857_. Go-to Define Go-to at Dictionary.com.pdf](#)

Converted PDF file(s) (4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

Original PDF file:

[evi_70138112167-20151124180856140857_. 3638328_GO2.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_. 3642551_GO2.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_. 3757115_THE_GO-TO_PEOPLE.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.3786996_MYGOTO-.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.3840259_YOUR_GO-TO_COMMUNITY.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.4157008_GO2GROUP.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.4223376_GO-TO_COUNSEL.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.4414494_MYGO2NETWORK.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.4531731_GO-TO-EXCHANGE.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.4618951_GOTO_MARKET_SUITE.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GO_TO_ZERO.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GO-TO_LAW_FIRMS.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GO2_ADVERTISING_.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GO2_GUIDES.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GO2_PARTNERS_.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GOTO_DESIGN.pdf](#)

Converted PDF file(s) (1 page)

[Evidence-1](#)

Original PDF file:

[evi_70138112167-20151124180856140857_.GOTO_GUIDELINES_.pdf](#)

Converted PDF file(s) (2 pages)

[Evidence-1](#)

[Evidence-2](#)

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 016 for Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; address labels; adhesives for stationary or household use; pens, pencils, markers, stamping inks, binders and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper; plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; paper for printing photographs, computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; bookbinding machines for office use, heat transfer adhesive labels; unprinted or partially printed self-adhesive labels, not of textile; paper for packaging; printed and unprinted paper and cardboard hang tags; paper labels and tags; laminated paper, copying paper, carbon paper, tabulating paper, continuous stationery, ink jet paper, laser paper; paper for plotters; drawing paper; paper rolls for calculators, fax machines, and cash registers; paper for printing photographs, computer-generated and/or digital images; self-adhesive paper for use in laser printers; photograph albums; diaries, address books; poetry albums; calendars, appointment books; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use in on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; aluminum foil laminated paper for printing purposes; document laminators for office use; spiral binding machines for office use; paper shredders; plastic or paper bags and envelopes for merchandise packaging; photograph albums; diaries; address books; poetry albums; copy books; receipt books; burp pads of paper, notepads, blank note cards, shorthand memo pads, school notebooks, drawing pads, writing pads, form legal pads; printed forms; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; stickers

supplied in sheet roll form; release coated papers for copying, displays and label production; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; release paper for copying, displays and label production; self-adhesive printing paper for labels and displays; adhesive labels and paper hole reinforcements; adhesive letters, numbers and symbols for use in making signs and posters; office requisites except furniture, namely, envelope sealing machines, paper trimmers, staplers; adhesive tape and correction tape; adhesives and glues for stationery or household purposes; adhesive tape holders, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; pressure-sensitive adhesives for stationary purposes; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationary or household use, packaging tapes for stationary or household use; pressure sensitive printing papers for labels and displays; self-adhesive label holders for adhering photographs to scrapbooks; office requisite, namely, gummed shipping labels; adhesive-backed letters, numbers, and symbols for use in making signs, posters, binder pages, and documents; office requisites, namely, envelope sealing machines; correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; adhesive corners for photographs; strips of fancy paper for packaging; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use; writing paper; blank cards; envelopes; mailing paper bags; air cushion mailing paper bags for packaging; writing paper and display and index cards; envelopes; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; desktop business card holders; index cards; business card files; transparent envelopes; paper envelope sleeves for holding and protecting paper displays and leaflets; self-adhesive paper bags; maps; memo boards; wall daily planners; glass panels, namely writing slates; folding blackboards; magnetic boards; hanging file binders; ring binders; presentation binders; storage binders, presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; business forms; envelopes; message books; index marking tabs; printed and unprinted paper and cardboard tags; stickers; tabbed and untabbed dividers in the form of cardboard sheets for drawers for files; school writing books; easel binders; folders for papers; folders; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; stylographic pens, highlighter pens, markers; double-ended writing instruments.; pencils and colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens; writing implements sets; erasers, square rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery; archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, hanging file binders, ring binders, presentation binders, storage folders, presentation folders; paper report covers; presentation document portfolios; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; partitioned paper folders for protecting paper sheets. transparent-plastic binder pages for holding and displaying business cards and photographs; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; ~~stationery~~; paper stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; ~~address labels~~; address labels not of textiles; ~~adhesives for stationary or household use~~; adhesives for stationery or household use; ~~pens, pencils, markers, stamping inks, binders and paper clips~~; writing instrument, namely, pens, pencils, markers, stamping inks, and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper; plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; ~~paper for printing photographs, computer-generated and digital images~~; paper for printing photographs and computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; ~~bookbinding machines for office use~~; ~~heat transfer adhesive labels~~; bookbinding machines for office use; ~~unprinted or partially printed self-adhesive labels, not of textile~~; heat transfer adhesive labels; ~~unprinted and partially printed paper self-adhesive labels, not of textile~~; paper for packaging; ~~paper labels and tags~~; printed and unprinted paper and cardboard hang tags; ~~laminated paper, copying paper, carbon paper, tabulating paper, continuous stationery, ink jet paper, laser paper~~; printed and unprinted paper labels and tags; ~~paper for plotters~~; photograph albums; ~~drawing paper~~; diaries, address books; ~~paper rolls for calculators, fax machines, and cash registers~~; poetry albums; ~~paper for printing photographs, computer-generated and/or digital images~~; calendars, appointment books; ~~self-adhesive paper for use in laser printers~~; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; bookbinding apparatus, namely, spiral binding machines for office use; paper shredders; plastic or paper bags for merchandise packaging; ~~office requisites, namely, printed paper and cardboard signs featuring names for use in on doors and desks~~; copy books; receipt books; ~~aluminum foil laminated paper for printing purposes~~; burp pads of paper, blank note cards, shorthand memo pads, form legal pads; ~~document laminators for office use~~; printed forms; ~~spiral binding machines for office use~~; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; ~~plastic or paper bags and envelopes for merchandise packaging~~; release coated papers for copying, displays and label production; ~~photograph albums~~; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; ~~diaries~~; self-adhesive printing paper for labels and displays; ~~address books~~; adhesive letters, numbers and symbols for use in making signs and posters; ~~poetry albums~~; office requisites except furniture, namely, envelope sealing machines, paper trimmers, staplers; glues for stationery or household purposes; adhesive tape holders, pressure-sensitive adhesives for stationery purposes; ~~burp pads of paper, notepads, blank note cards, shorthand memo pads, school notebooks, drawing pads, writing pads, form legal pads~~; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationery or household use, packaging tapes for stationery or household use; pressure sensitive printing papers for labels and displays; holders for self-adhesive labels for adhering photographs to scrapbooks; ~~stickers supplied in sheet roll form~~; office requisites, namely, adhesive shipping labels; adhesive-backed letters, numbers, and

[symbols for use in making binder pages, and documents](#); correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; ~~self-adhesive note pads, adhesive notelets and adhesive markers~~; [photo adhesives, namely, adhesive corners for photographs](#); ~~note paper holders~~; strips of fancy paper for packaging; ~~release paper for copying, displays and label production~~; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use; ~~adhesive labels and paper hole reinforcements~~; writing paper; blank cards; envelopes; ~~adhesive tape and correction tape~~; mailing paper bags; ~~adhesives and glues for stationery or household purposes~~; air cushion mailing paper bags for packaging; ~~adhesive tape holders, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes~~; writing paper and display and index cards; ~~pressure-sensitive adhesives for stationary purposes~~; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; ~~packaging strips being adhesive tape for household use, packaging tape of pvc for stationary or household use, packaging tapes for stationary or household use~~; desktop business card holders; [business card holders, namely, business card files](#); ~~self-adhesive label holders for adhering photographs to scrapbooks~~; transparent envelopes; ~~office requisite, namely, gummed shipping labels~~; paper envelope sleeves for holding and protecting paper displays and leaflets; ~~adhesive-backed letters, numbers, and symbols for use in making signs, posters, binder pages, and documents~~; [self-adhesive paper bags for packaging purposes](#); ~~office requisites, namely, envelope sealing machines~~; maps; memo boards; ~~adhesive corners for photographs~~; wall daily planners; glass panels, namely writing slates; folding blackboards; magnetic boards; [binders, namely, hanging file binders](#); ring binders; presentation binders; storage binders; presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; ~~envelopes~~; business forms; message books; index marking tabs; stickers; ~~index cards~~; [subject dividers, namely, tabbed and untabbed dividers in the form of cardboard sheets for drawers for files](#); ~~business card files~~; easel binders; folders for papers; folders; ~~self-adhesive paper bags~~; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; [stylographic pens, highlighter pens](#); ~~hanging file binders~~; [double-ended writing instruments](#); [colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens](#); writing implements sets; erasers, square rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; ~~envelopes~~; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; ~~printed and unprinted paper and cardboard tags~~; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery; ~~tabbed and untabbed dividers in the form of cardboard sheets for drawers for files~~; archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; [file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, storage folders, presentation folders](#); paper report covers; presentation document portfolios; ~~school writing books~~; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; ~~stylographic pens, highlighter pens, markers~~; [partitioned paper folders for protecting paper sheets](#); ~~double-ended writing instruments~~; [transparent plastic binder pages for holding and displaying business cards and photographs](#); ~~pencils and colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens~~; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels; ~~file and memo sorters included in this class, namely, desktop filing units with~~

~~drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, hanging file binders, ring binders, presentation binders, storage folders, presentation folders; partitioned paper folders for protecting paper sheets. transparent plastic binder pages for holding and displaying business cards and photographs~~

Class 016 for Paper, cardboard; cardboard boxes; printed matter, namely, paper signs, books, manuals, curricula, newsletters, informational cards and brochures in the field of office management, running an office, and office organization; bookbinding material; photographs; paper stationery; unprinted paper labels and blank paper labels; printed paper labels; adhesive labels; address labels not of textiles; adhesives for stationery or household use; writing instrument, namely, pens, pencils, markers, stamping inks, and paper clips; stickers supplied in sheet and/or roll form; laminated paper, copying paper, carbon paper, tabulating paper, continuous paper, ink jet paper, laser paper; plotter paper, drawing paper, paper rolls for computers, fax machines and cash registers; paper for printing photographs and computer-generated and digital images; self-adhesive paper for use in laser printers; door and name plates of paper and cardboard; printable foils for ink jet printers, laser printers and copiers, excluding for use as packaging; document laminators for office use; bookbinding machines for office use; heat transfer adhesive labels; unprinted and partially printed paper self-adhesive labels, not of textile; paper for packaging; printed and unprinted paper and cardboard hang tags; printed and unprinted paper labels and tags; photograph albums; diaries, address books; poetry albums; calendars, appointment books; paper stationery, namely personal organizers, agendas, desk top organizers; booklets of printed forms; pads of paper, notepads, notebooks, stationery notes, shorthand scratch and scribble pads, school notebooks, drawing pads, writing pads, pads of printed forms; order forms; self-adhesive note pads, adhesive notelets and adhesive markers; note paper holders; office requisites, namely, printed paper and cardboard signs featuring names for use on doors and desks; printed aluminum foil laminated paper for printing purposes for ink jet printers, laser printers and copiers; bookbinding apparatus, namely, spiral binding machines for office use; paper shredders; plastic or paper bags for merchandise packaging; copy books; receipt books; burp pads of paper, blank note cards, shorthand memo pads, form legal pads; printed forms; block note pads, repositionable note papers; adhesive labels and paper hole reinforcements; release coated papers for copying, displays and label production; adhesive tape, adhesive glue sticks for stationary purposes, adhesive tape rollers, photo adhesives for stationary purposes; self-adhesive printing paper for labels and displays; adhesive letters, numbers and symbols for use in making signs and posters; office requisites except furniture, namely, envelope sealing machines, paper trimmers, staplers; glues for stationery or household purposes; adhesive tape holders, pressure-sensitive adhesives for stationery purposes; adhesive paper pouches for packaging; packaging strips being adhesive tape for household use, packaging tape of pvc for stationery or household use, packaging tapes for stationery or household use; pressure sensitive printing papers for labels and displays; holders for self-adhesive labels for adhering photographs to scrapbooks; office requisites, namely, adhesive shipping labels; adhesive-backed letters, numbers, and symbols for use in making binder pages, and documents; correction tape in a dispenser for use in correcting mistakes made in printing and handwriting; photo adhesives, namely, adhesive corners for photographs; strips of fancy paper for packaging; adhesive packing tape for stationery or household use; special adhesive packing tape for stationery or household use; writing paper; blank cards; envelopes; mailing paper bags; air cushion mailing paper bags for packaging; writing paper and display and index cards; packaging pouches for mails data, floppy-disk and protective mailing envelopes; business cards; desktop business card holders; business card holders, namely, business card files; transparent envelopes; paper envelope sleeves for holding and protecting paper displays and leaflets; self-adhesive paper bags for packaging purposes; maps; memo boards; wall daily planners; glass panels, namely writing slates; folding blackboards; magnetic boards; binders, namely, hanging file binders; ring binders; presentation binders; storage binders, presentation folders; printable paper and plastic transparencies for overhead projectors; binder paper; business forms; message books; index marking tabs; stickers; subject dividers, namely,

tabbed and untabbed dividers in the form of cardboard sheets for drawers for files; easel binders; folders for papers; folders; document portfolios; paper file folder fasteners; personal organisers and organisers for stationery use; ring binder inserts being index dividers; school writing books; writing instruments; stylographic pens, highlighter pens; double-ended writing instruments; colouring crayons, ballpoint pens and refills for ballpoint pens, gel pens and refills for gel pens, fineliner pens, roller ball pens, fibre pens, ink pens, permanent markers, cd marker pens; writing implements sets; erasers, square rulers, pencil sharpeners, electric pencil sharpeners, compasses for drawing, chalk; correction fluid, correction tape, correction pencils; rubber, date and postage stamps, staples, office hole and paper hole punchers, hole reinforcement for paper; paper knives, letter-openers, triangles being drawing instruments; rubber bands; drawing pins, steel push pins for notice boards; binder, letter and pen clips; letter trays; filing cases for paper products and stationery, file boxes for storage of forms and paper containers for storage of paper products and stationery; archive boxes of cardboard; desk organizers; writing tablets; desk sets; paper containers with drawers; desk files; file and memo sorters included in this class, namely, desktop filing units with drawers, document stands, plastic file boxes, collection folders, signature folders, adhesive file spine labels, notebook and index dividers, separating tabs, hanging file folders, storage folders, presentation folders; paper report covers; presentation document portfolios; paper folders for protecting paper sheets; presentation, reference and storage paper folders for protecting paper sheets; partitioned paper folders for protecting paper sheets; transparent-plastic binder pages for holding and displaying business cards and photographs; sheet protector index dividers; tabbed transparent plastic binder pages for holding documents; hanging folders, hanging folders for letters or for blueprints, paper pouches for packaging; paper pouches for mailing, file boxes for storage of hanging folders, letters or blueprints; painting templates; palettes for painters, paint boxes for use in schools, paint brushes; padfolios and pocket folders; paper labels

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 017 for Laminating foils of plastic, used for building insulation, excluding for use as packaging; rings of rubber, namely water tight rings for plumbing pipes; washers of rubber for plumbing pipes

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: Laminating foils of plastic, used for building insulation, excluding for use as packaging; ~~rings of rubber, namely water tight rings for plumbing pipes;~~ rings of rubber, namely water tight rings for plumbing pipes and washers of rubber for plumbing pipes; ~~washers of rubber for plumbing pipes~~

Class 017 for Laminating foils of plastic, used for building insulation, excluding for use as packaging; rings of rubber, namely water tight rings for plumbing pipes and washers of rubber for plumbing pipes

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 018 for Briefcases, namely briefcase-type portfolios and carrying cases for documents

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed: Class 018 for Briefcases, namely briefcase-type portfolios and carrying cases for documents

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 020 for Office furniture; desks and work tables; filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes, namely coat racks, storage racks, pedestal cabinets; plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; rotating columns for files; non-metal containers for storage of files; non-metal hardware, namely wall mounts for telephones

Original Filing Basis:

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

Proposed:

Tracked Text Description: Office furniture; desks and work tables; ~~filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes, namely coat racks, storage racks, pedestal cabinets;~~ filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes; plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; ~~rotating columns for files;~~ rotating columns for files being non-metal containers for storage of files; ~~non-metal containers for storage of files;~~ non-metal hardware, namely wall mounts for telephones

Class 020 for Office furniture; desks and work tables; filing cabinets, shelves, non-metal rolling file cabinets and other containers for storage purposes; plastic storage containers for commercial or industrial use; desk chairs and swivel chairs; seat cushions; foot stools; rotating columns for files being non-metal containers for storage of files; non-metal hardware, namely wall mounts for telephones

Filing Basis Section 66(a) , Request for Extension of Protection to the United States. Section 66(a) of the Trademark Act, 15 U.S.C. §1141f.

ADDITIONAL STATEMENTS

Claim of Active Prior Registration(s)

The applicant claims ownership of active prior U.S. Registration Number(s) 4705738.

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /ewk/ Date: 11/24/2015

Signatory's Name: Elizabeth W. King

Signatory's Position: Attorney for applicant, Texas bar member

Signatory's Phone Number: 713-800-5706

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the

highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79146834

Internet Transmission Date: Tue Nov 24 19:56:11 EST 2015

TEAS Stamp: USPTO/RFR-XX.XXX.XXX.XXX-201511241956118

24600-79146834-540f5cd214ec77271d2e37456

ee3d439dcafe793c3f7cb804b34541dc5d44fa0e

4-N/A-N/A-20151124180856140857

**Dictionary.com** (<http://dictionary.reference.com/>)Word of the Day (<http://dictionary.reference.com/wordoftheday>)Translate (<http://translate.reference.com/>)Games (<http://dictionary.reference.com/fun>)Blog (<http://blog.dictionary.com/>)(<http://dictionary.reference.com/>)

definitions ▾ go-to



n)

**go-to**(<http://static.sfdict.com/staticrep/dictaudio/NEW2014/4377305.mp3>)

Word of the Day

(http://s/8)

gratulation (<http://dictionary.reference.com/wordoftheday>)**[goh-too]**

Spell Syllables

Examples

adjective, *Informal*.

1. being a person who can be turned to for expert knowledge, advice, or reliable performance, especially in a crucial situation:
He's our go-to guy in a budget crisis.
2. noting something that can always be relied on to bring satisfaction, success, or good results:
my go-to recipe for cheesecake.
3. (in team sports) being a player who can be relied on to score, especially at a crucial time in the game.

Dictionary.com Unabridged

//static.sfdict.com/staticrep/dictaudio/io/G015700.mp3)

**STYLFWF**

View More

Word Value for go-to

3 4

Based on the Random House Dictionary, © Random House, Inc. 2015.

Cite This Source (<http://dictionary.reference.com/cite.html?qh=go-to&ia=luna>)

Examples from the Web for go-to

Contemporary Examples

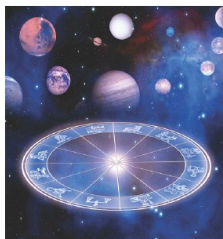
In an age when maintaining an online presence is inescapable, Facebook has emerged as the *go-to* tool for savvy career cupids.

(<http://www.thedailybeast.com/source=dictionary>)
 Professional Matchmakers Build Business on Facebook
 (http://www.thedailybeast.com/articles/2013/08/05/professional-matchmakers-build-business-on-facebook.html?source=dictionary)
 Nina Storchlic (http://www.thedailybeast.com/contributors/nina-storchlic.html?source=dictionary)
 August 4, 2013

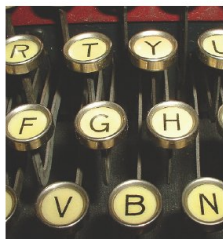
He was a pivotal figure; the *go-to* guy for cutting-edge contemporary art.

(http://www.thedailybeast.com/source=dictionary)
 Dominique Strauss-Kahn's Rich Wife
 (http://www.thedailybeast.com/articles/2011/05/26/dominique-strauss-kahns-rich-wife-how-anne-sinclair-acquired-her-fortune.html?source=dictionary)

Discover our greatest slideshows



(<http://dictionary.reference.com/slideshows/horoscope>)



(<http://dictionary.reference.com/slideshows/usage-tips-8526738-cloned>)

Scrabble

Words With Friends



Nearby words for go-to

go-rack-ruin (<http://dictionary.reference.com/browse/go-rack-ruin>)
 go-round (<http://dictionary.reference.com/browse/go-round>)
 go-rounds (<http://dictionary.reference.com/browse/go-rounds>)
 go-slow (<http://dictionary.reference.com/browse/go-slow>)
 go-team (<http://dictionary.reference.com/browse/go-team>)

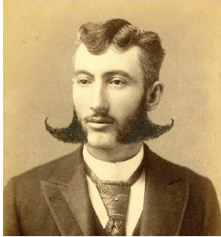
go-to

(<http://dictionary.reference.com/browse/go-to>)

go-to guy (<http://dictionary.reference.com/browse/go-to%20guy>)
 go-to person (<http://dictionary.reference.com/browse/go-to%20person>)
 go-to player (<http://dictionary.reference.com/browse/go-to%20player>)
 go-to-guy (<http://dictionary.reference.com/browse/go-to-guy>)
 go-to-meeting (<http://dictionary.reference.com/browse/go-to-meeting>)

What's Your Sign
Astrological...
(<http://dictionary.com/slideshows/horo>)

A lot vs. Alot: 9 C
(<http://dictionary.com/slideshows/usag-tips-8526738-clo>)



(<http://dictionary.reference.com/slideshows/mustaches>)
11 Willy Whiskers
(<http://dictionary.com/slideshows/mustaches>)

(<http://dictionary.reference.com/slideshows/seven-scary-words>)
7 Spooky Words
(<http://dictionary.com/slideshows/seven-scary-words>)

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Learn the correct uses of these two commonly confused homophones.

What Character Was Removed from the Alphabet?
(<http://blog.dictionary.com/ampersand>)
What mistaken pronunciation gave this character its name?

Apostrophes 101 (<http://blog.dictionary.com/apostrophes-101>)
This small mark has two primary uses: to signify possession or omitted letters.

How Do I Get a Word into the Dictionary?
(<http://blog.dictionary.com/getting-words-into-dictionaries>)
People invent new words all the time, but which ones actually make it?

(<http://s/8>)



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Apps (<http://dictionary.reference.com/apps>) Contact Us (<http://content.dictionary.com/about/contact>)

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(<http://s/8>)

Int. Cls.: 35 and 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,638,328

Registered June 16, 2009

**SERVICE MARK
PRINCIPAL REGISTER**



GO2 CHURCH PLANTING MINISTRIES, INC.
(PENNSYLVANIA NON-PROFIT CORPORATION)

320 NORTH THIRD STREET
TELFORD, PA 18969

FOR: ORGANIZATIONAL SERVICES FOR BUSINESS PURPOSES, NAMELY, ORGANIZATION FOR THE FOUNDATION OF CHURCHES OF THE GRACE CHRISTIAN MINISTRIES; BUSINESS SERVICES, NAMELY, ASSISTING OTHERS IN THE ESTABLISHMENT OF CHARITABLE ORGANIZATIONS IN THE NATURE OF CHURCHES OF THE GRACE CHRISTIAN MINISTRY; BUSINESS ADMINISTRATION AND MANAGEMENT, NAMELY, ADMINISTRATION OF THE FOUNDATION OF CHURCHES OF THE GRACE CHRISTIAN MINISTRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-20-2007; IN COMMERCE 8-20-2007.

FOR: CHARITABLE FUNDRAISING SERVICES FOR CHURCH PLANTING, NAMELY, FUNDRAISING FOR THE FOUNDATION OF CHURCHES OF

THE GRACE CHRISTIAN MINISTRY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-20-2007; IN COMMERCE 8-20-2007.

THE COLOR(S) BLACK, DARK BLUE, WHITE, AND GREY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF UPPER-CASE LETTER "G" IN BLACK WITH WHITE HIGHLIGHTS AND GREY SHADOWS OVERLAPPING AN UPPER-CASE LETTER "O" IN DARK BLUE WITH WHITE HIGHLIGHTS, BLACK SHADOWS, AND BLACK OUTLINE, WITH THE ARABIC NUMBER "2" IN WHITE WITH GREY SHADOWS AND BLACK OUTLINE SUPERIMPOSED OVER THE "O".

SER. NO. 77-579,019, FILED 9-25-2008.

ROBIN MITTLER, EXAMINING ATTORNEY

Int. Cls.: 35 and 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,642,551

Registered June 23, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

Go2

GO2 CHURCH PLANTING MINISTRIES, INC.
(PENNSYLVANIA NON-PROFIT CORPORATION)
320 NORTH THIRD STREET
TELFORD, PA 18969

FOR: ORGANIZATIONAL SERVICES FOR BUSINESS PURPOSES, NAMELY, ORGANIZATION FOR THE FOUNDATION OF CHURCHES OF THE GRACE CHRISTIAN MINISTRIES; BUSINESS SERVICES, NAMELY, ASSISTING OTHERS IN THE ESTABLISHMENT OF CHARITABLE ORGANIZATIONS IN THE NATURE OF CHURCHES OF THE GRACE CHRISTIAN MINISTRY; BUSINESS ADMINISTRATION AND MANAGEMENT, NAMELY, ADMINISTRATION OF THE FOUNDATION OF CHURCHES OF THE GRACE CHRISTIAN MINISTRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-20-2007; IN COMMERCE 8-20-2007.

FOR: CHARITABLE FUNDRAISING SERVICES FOR CHURCH PLANTING, NAMELY, FUNDRAISING FOR THE FOUNDATION OF CHURCHES OF THE GRACE CHRISTIAN MINISTRY, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-20-2007; IN COMMERCE 8-20-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-578,931, FILED 9-25-2008.

ROBIN MITTLER, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

the go-to people

Reg. No. 3,757,115 IDAHO BUSINESS FORMS, INC. (IDAHO CORPORATION), DBA IBF GROUP
Registered Mar. 9, 2010 910 W AMITY
BOISE, ID 83705

Int. Cl.: 16 FOR: ACCOUNTING FORMS; BLANK FORMS; BOOKKEEPING FORMS; BUSINESS CARDS;
BUSINESS FORMS; BUSINESS RECORD BOOKS; CARDS NOT MAGNETICALLY CODED
FOR USE IN BUSINESS TRANSACTIONS; ORDER FORMS; PARTIALLY PRINTED FORMS;
TRADEMARK PRINTED FORMS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).
PRINCIPAL REGISTER

FIRST USE 6-1-2009; IN COMMERCE 6-15-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-771,218, FILED 6-30-2009.

ROSELLE HERRERA, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

MyGoTo-

Reg. No. 3,786,996

Registered May 11, 2010

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

WYANT, LOIS (UNITED STATES INDIVIDUAL)
14490 LITTLE EAGLE CREEK AVE.
ZIONSVILLE, IN 46077

FOR: ADVERTISING AND BUSINESS SERVICES, NAMELY, PROVIDING AN ONLINE WEBSITES WHERE ADVERTISERS, MARKETERS, AND CONTENT PROVIDERS CAN INTERACT WITH USERS FOR ADVERTISING, BRANDING, AND PROMOTING KNOWLEDGE, PRODUCTS, AND SERVICES, AND TRADESHOWS, ON BEHALF OF THEMSELVES AND OTHERS, AND FOR EVALUATING AND RATING THE SAME, ALL THE FOREGOING RELEVANT TO HUMAN ACTIVITIES AFFECTING CLIMATE CHANGE AND RELATED FIELDS; ADVERTISING AND DIRECTORY SERVICES, NAMELY, PROMOTING THE SERVICES OF OTHERS BY PROVIDING A WEB PAGE FEATURING LINKS TO THE WEBSITES OF OTHERS; PROMOTION, ADVERTISING AND MARKETING OF ON-LINE WEBSITES; PROVIDING A SEARCHABLE ON-LINE ADVERTISING WEBSITE AND GUIDE FEATURING THE GOODS AND SERVICES OF OTHER VENDORS VIA THE INTERNET; PROVIDING A SEARCHABLE WEBSITE FEATURING THE GOODS AND SERVICES OF OTHER VENDORS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-9-2009; IN COMMERCE 6-15-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-784,348, FILED 7-18-2009.

DAVID I, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

Your Go-To Community

Reg. No. 3,840,259

Registered Aug. 31, 2010

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

JOOST WENTINK (CANADA INDIVIDUAL), DBA XOOPLA
15 JASPER
MONTREAL, CANADA

FOR: ADVERTISING AND BUSINESS SERVICES, NAMELY, PROVIDING AN ONLINE WEBSITES WHERE ADVERTISERS, MARKETERS, AND CONTENT PROVIDERS CAN INTERACT WITH USERS FOR ADVERTISING, BRANDING, AND PROMOTING KNOWLEDGE, PRODUCTS, AND SERVICES, AND TRADESHOWS, ON BEHALF OF THEMSELVES AND OTHERS, AND FOR EVALUATING AND RATING THE SAME, ALL THE FOREGOING RELEVANT TO HUMAN ACTIVITIES AFFECTING CLIMATE CHANGE AND RELATED FIELDS; ADVERTISING AND DIRECTORY SERVICES, NAMELY, PROMOTING THE SERVICES OF OTHERS BY PROVIDING A WEB PAGE FEATURING LINKS TO THE WEBSITES OF OTHERS; PROVIDING A SEARCHABLE ON-LINE ADVERTISING WEBSITE AND GUIDE FEATURING THE GOODS AND SERVICES OF OTHER VENDORS VIA THE INTERNET; PROVIDING A SEARCHABLE WEBSITE FEATURING THE GOODS AND SERVICES OF OTHER VENDORS; PROVIDING ADVERTISING SERVICE TO DISTRIBUTE ADVERTISEMENTS FOR DISPLAY ON INTERNET, NAMELY, IN WEBSITES, SOCIAL CONVERSATIONS OVER THE INTERNET, EMAILS, MICROBLOGS, BLOGS, ELECTRONIC MESSAGES, INSTANT MESSAGES, TEXT MESSAGES, MULTIMEDIA MESSAGES, SOCIAL NETWORKS, STATUS UPDATES, FORUMS, ELECTRONIC BULLETIN BOARDS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-20-2009; IN COMMERCE 9-20-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COMMUNITY", APART FROM THE MARK AS SHOWN.

SER. NO. 77-837,337, FILED 9-29-2009.

EDWARD NELSON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,157,008

Registered June 12, 2012

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

THE GO TO GROUP, INC. (MARYLAND CORPORATION), DBA GO2GROUP
138 N. HICKORY AVE
BEL AIR, MD 21014

FOR: CONSULTING SERVICES IN THE FIELD OF COMPUTER-BASED INFORMATION SYSTEMS FOR BUSINESSES; CONSULTING SERVICES IN THE FIELD OF DESIGN AND DEVELOPMENT OF ENGINEERING PROCESSES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

THE MARK CONSISTS OF OVERLAYED DUAL WHITE COLORED ARROWS CENTERED VERTICALLY AND STARTING ON THE LEFT HAND EDGE WITHIN A BLUE COLORED SQUARE WITH ROUNDED CORNERS, WITH THE ARROWS POINTING TOWARDS THE RIGHT, IMMEDIATELY FOLLOWED BY THE ENGLISH LANGUAGE UPPER CASE LETTER "G" IN BLUE COLOR, IMMEDIATELY FOLLOWED BY THE ENGLISH LANGUAGE LOWER CASE LETTER "O" IN BLUE COLOR, IMMEDIATELY FOLLOWED BY THE NUMERAL "2" IN BLUE COLOR, IMMEDIATELY FOLLOWED BY THE WORD "GROUP" IN BLACK.

THE COLOR(S) BLUE, BLACK, AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

SER. NO. 85-409,586, FILED 8-29-2011.

DAVID MURRAY, EXAMINING ATTORNEY



David J. Kypos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

GO-TO COUNSEL

Reg. No. 4,223,376

Registered Oct. 9, 2012

Int. Cl.: 45

SERVICE MARK

PRINCIPAL REGISTER

GHIRSCH, LLC (CONNECTICUT LIMITED LIABILITY COMPANY)

ATTN: GARY HIRSCH

331 THAYER POND RD

WILTON, CT 06897

FOR: LEGAL SERVICES, NAMELY, PROVIDING CUSTOMIZED DOCUMENTATION, INFORMATION, COUNSELING, ADVICE AND CONSULTATION SERVICES IN ALL AREAS OF BUSINESS LAW, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 1-30-2012; IN COMMERCE 1-30-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COUNSEL", APART FROM THE MARK AS SHOWN.

SN 85-517,777, FILED 1-17-2012.

ELI HELLMAN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

MyGo2Network

Reg. No. 4,414,494

Registered Oct. 8, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

MCGOWAN, EDWARD (UNITED STATES INDIVIDUAL)
1058 DEEP CREEK AVE.
ARNOLD, MD 21012

FOR: BUSINESS SERVICES, NAMELY, PROVIDING AN ONLINE NETWORK FOR CONTRACTORS TO RECEIVE LEADS AND BIDDING OPPORTUNITIES BY MEANS OF AN ONLINE MARKETPLACE FOR THE PURPOSE OF DEVELOPING BUSINESS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-2-2013; IN COMMERCE 1-2-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-865,218, FILED 3-3-2013.

CAITLIN WATTS-FITZGERALD, EXAMINING ATTORNEY



Steven M. Klee

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

GO-TO-EXCHANGE

Reg. No. 4,531,731

Registered May 20, 2014

Int. Cls.: 35 and 42

SERVICE MARK

PRINCIPAL REGISTER

HEALTHPLAN SERVICES, INC. (FLORIDA CORPORATION)
3501 FRONTAGE RD.
TAMPA, FL 33607

FOR: MARKETING AND BUSINESS SERVICES FOR OTHERS, NAMELY, INTEGRATING MULTIPLE HEALTH INSURANCE PLANS WITH STATE AND FEDERAL HEALTH INSURANCE EXCHANGES IN THE NATURE OF A MARKETPLACE THAT OFFERS PURCHASERS OF HEALTH INSURANCE A VARIETY OF PLANS FROM DIFFERENT INSURANCE PROVIDERS AND PROVIDING MARKETING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-13-2012; IN COMMERCE 6-0-2012.

FOR: PROVIDING TEMPORARY USE OF ON-LINE NONDOWNLOADABLE SOFTWARE AND APPLICATIONS TO FACILITATE THE MANAGEMENT, PUBLISHING, PROMOTING AND CATALOGUING QUALIFIED HEALTH PLANS OVER MULTIPLE HEALTH INSURANCE EXCHANGE PLATFORMS; PROVIDING TEMPORARY USE OF ON-LINE NONDOWNLOADABLE SOFTWARE AND APPLICATIONS TO MANAGE BILLING, PREMIUM TAX CREDITS, MEMBER ENROLLMENT AND MEMBER DATA CAPTURE AND TRANSFER FOR INSURERS IN THE FIELD OF HEALTH INSURANCE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-13-2012; IN COMMERCE 6-0-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-809,806, FILED 12-22-2012.

NAKIA HENRY, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

GO-TO MARKET SUITE

Reg. No. 4,618,951

Registered Oct. 7, 2014

Int. Cl.: 42

SERVICE MARK

SUPPLEMENTAL REGISTER

VISTEX, INC. (ILLINOIS CORPORATION)
2300 BARRINGTON ROAD
HOFFMAN ESTATES, IL 60169

FOR: DESIGN, DEVELOPMENT, AND IMPLEMENTATION OF SOFTWARE AND TECHNOLOGY SOLUTIONS PROVIDING REAL TIME MANAGEMENT OF BUSINESS PROCESSES AND INFORMATION; SUPPORT SERVICES, NAMELY, PROVIDING ADVICE AND CONSULTING SERVICES RELATED TO THE DESIGN, DEVELOPMENT, AND IMPLEMENTATION OF SOFTWARE AND TECHNOLOGY SOLUTIONS PROVIDING REAL TIME MANAGEMENT OF BUSINESS PROCESSES AND INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 7-1-2014; IN COMMERCE 7-1-2014.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SUITE", APART FROM THE MARK AS SHOWN.

SER. NO. 86-189,055, FILED PR. 2-10-2014; AM. S.R. 8-20-2014.

WILLIAM BRECKENFELD, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

GO TO ZERO

Reg. No. 4,277,001

Registered Jan. 15, 2013

Int. Cls.: 10 and 20

TRADEMARK

PRINCIPAL REGISTER

HUMAN TOUCH, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3030 WALNUT AVENUE
LONG BEACH, CA 90807

FOR: MASSAGE CHAIRS, ELECTRIC MASSAGE CHAIRS AND MASSAGE RECLINERS,
IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 2-1-2012; IN COMMERCE 8-1-2012.

FOR: FURNITURE, NAMELY, RECLINERS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND
50).

FIRST USE 2-1-2012; IN COMMERCE 8-1-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-484,182, FILED 11-30-2011.

REBECCA POVARCHUK, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

United States Patent and Trademark Office

Reg. No. 3,010,062

Registered Nov. 1, 2005

**TRADEMARK
PRINCIPAL REGISTER**

GO-TO LAW FIRMS

ALM PROPERTIES, INC. (DELAWARE CORPORATION)

220 CONTINENTAL DRIVE, SUITE 123

NEWARK, DE 19713

FOR: LEGAL DIRECTORIES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 10-0-2003; IN COMMERCE 10-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LAW FIRMS", APART FROM THE MARK AS SHOWN.

SER. NO. 76-572,414, FILED 1-23-2004.

MICHAEL HALL, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

GO2 Advertising

Reg. No. 4,346,309

Registered June 4, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

PRINT MANAGEMENT PARTNERS, INC. (ILLINOIS CORPORATION)
SUITE 1050
701 LEE STREET
DES PLAINES, IL 60016

FOR: ADVERTISING AGENCIES, NAMELY, PROMOTING THE GOODS AND SERVICES
OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-25-2012; IN COMMERCE 9-25-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,863,632.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ADVERTISING", APART FROM
THE MARK AS SHOWN.

SER. NO. 85-742,325, FILED 10-1-2012.

KATHY DE JONGE, EXAMINING ATTORNEY



Lynn Street Lee
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office



Reg. No. 3,791,848

Registered May 25, 2010

Int. Cl.: 16

TRADEMARK

PRINCIPAL REGISTER

COHEN, LINDA (UNITED STATES INDIVIDUAL)
4831 LAS VIRGENES ROAD, NO. 115
CALABASAS, CA 91302

FOR: GUIDE BOOKS FEATURING TRAVEL INFORMATION FOR CHILDREN; PRINTED GUIDES FOR TRAVEL INFORMATION FOR CHILDREN; PRINTED PRODUCTS, NAMELY, PRODUCT GUIDES FEATURING TRAVEL INFORMATION FOR CHILDREN, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 12-1-2007; IN COMMERCE 12-1-2007.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GUIDES", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDING "GO2" WITH THE DESIGN OF A GLOBE FORMING THE LETTER "O" IN THE WORD "GO" AND THE WORDING "GUIDES" APPEARING BELOW THE DESIGN OF AN AIRPLANE.

SER. NO. 77-416,409, FILED 3-7-2008.

NATALIE POLZER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

GO2 Partners

Reg. No. 4,346,936

Registered June 4, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

PRINT MANAGEMENT PARTNERS, INC. (ILLINOIS CORPORATION)
SUITE 1050
701 LEE STREET
DES PLAINES, IL 60016

FOR: ADVERTISING AND MARKETING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-2-2013; IN COMMERCE 1-2-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,863,632.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PARTNERS", APART FROM THE MARK AS SHOWN.

SER. NO. 85-825,420, FILED 1-17-2013.

KATHY DE JONGE, EXAMINING ATTORNEY



Luen Shueh Kuo
Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cls.: 35 and 42

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,278,335

Registered Aug. 14, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

GOTO DESIGN

GOTO DESIGN LLC (NEW YORK LTD LIAB CO)
27 WEST 20TH STREET
SUITE 400A
NEW YORK, NY 10011

FOR: ADVERTISING SERVICES, NAMELY,
CREATION OF CORPORATE AND BRAND IDEN-
TITY FOR OTHERS AND CREATION OF ADVER-
TISING AND PROMOTIONAL MATERIALS FOR
OTHERS , IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

FOR: GRAPHIC DESIGN SERVICES; GRAPHIC
DESIGN, NAMELY, DESIGN OF SIGNAGE, ENVIR-
ONMENTAL AND EXHIBITION GRAPHICS FOR
OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "DESIGN" , APART FROM THE
MARK AS SHOWN.

SER. NO. 76-655,819, FILED 2-28-2006.

ANDREA K. NADELMAN, EXAMINING ATTOR-
NEY

United States of America

United States Patent and Trademark Office

GOTO GUIDELINES

Reg. No. 4,679,372

Registered Jan. 27, 2015

Int. Cls.: 35 and 42

SERVICE MARK

PRINCIPAL REGISTER

STUDIO GRAPHIQUE, INC. (OHIO CORPORATION)
13110 SHAKER SQUARE, SUITE 101
CLEVELAND, OH 44120

FOR: MARKETING SERVICES, NAMELY, PROVIDING STRATEGIC BRANDING SERVICES FOR CORPORATE AND INDIVIDUAL CLIENTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-1-2013; IN COMMERCE 10-1-2013.

FOR: DESIGN SERVICES, NAMELY, PROVIDING ENVIRONMENTAL DESIGN, WAY FINDING DESIGN, AND GRAPHIC DESIGN SERVICES FOR OTHERS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-1-2013; IN COMMERCE 10-1-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-865,714, FILED 3-4-2013.

STEPHANIE ALI, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
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Requirements in the First Ten Years*

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NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.